

MEDIA RELEASE



K.F. SEETOH AND THE SINGAPORE TOURISM BOARD UNVEIL DETAILS ON THE INAUGURAL WORLD STREET FOOD CONGRESS

Joined by partners and presenters of the World Street Food Congress council, Anthony Bourdain, James Oseland, Jean-Georges Vongerichten and Bryant Ng speak to the U.S. media at a press conference held today in New York at Spice Market restaurant

“This is the most meaningful thing we can do for society at large with the world’s favorite sin – food!” – Founder of the World Street Food Congress, K.F. Seetoh

New York, NY – February 25, 2013 – K.F. Seetoh, founder of *Makansutra* and TV host, “The Food Surprise!,” on TLC Asia, and with the support of The Singapore Tourism Board, today unveiled the details of the first-ever, World Street Food Congress (WSFC), at a press conference held at Spice Market (403 West 13th Street) in New York City. While the WSFC is meant to celebrate the richness and vibrancy of the world’s street food, it also aims to connect and enable possibilities, fresh ideas and thought leadership to structure new opportunities in this massive street food culture.

Seetoh was joined today by several members and partners of the WSFC Council including: Anthony Bourdain, author and TV personality; James Oseland, Editor-in-Chief of *Saveur* and a judge on *Top Chef Masters*; Jean-Georges Vongerichten, Chef and Owner of Spice Market; and, Bryant Ng, Chef and Owner of The Spice Table, Los Angeles. The first WSFC will be held in Singapore from May 31st – June 9th.

“Once you’ve had laksa – a spicy Peranakan (Chinese/Malaysian) noodle soup – for breakfast in Singapore, bacon and eggs become inadequate,” said Anthony Bourdain.

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On May 31st, Singapore will play host to the inaugural World Street Food Congress (WSFC). This 10-day event aims to celebrate the richness and vibrancy of street food cultures from around the world in one place – the F1 Pit Building and Paddock. The event, organized by Makansutra and supported by the Singapore Tourism Board, will be a three-fold manifestation: it will kick off with a 10-day feasting festival, The World Street Food Jamboree, where up to 40 of the world’s best hand-picked hawkers will offer their artisanal fare. There’s also The World Street Food Dialogue – a two-day thought leadership, networking and ideas conference on June 3rd and 4th; and, thirdly, an awards event to recognize up to 16 top street food industry players of various disciplines from around the world. In addition, several key note speakers for the event include: Jose Andreas; William Wongso of Indonesia; and Thailand’s Iron Chef Ian Kittichai and more.

“By bringing together street food vendors, professionals and industry players, the World Street Food Congress will help propel the standard and stature of the street food trade to higher levels through intellectual discourse and the exchange of ideas, and of course provide unprecedented feasting opportunities for food lovers. Singapore is home to a rich culinary heritage, one nourished by our multicultural environment. We are therefore delighted to be a part of the inaugural World Street Food Congress and look forward to sharing our own vibrant street food culture with the rest of the world while learning about how others enjoy their street foods,” said Lionel Yeo, CEO of the Singapore Tourism Board.

The WSFC Council is essentially a think tank comprised of prominent names including Anthony Bourdain, James Oseland, Johnny Chan, top China TV food host and winemaker, and Seetoh. The finalized Council team will be announced at a later date.

“This is really a fantastic concept – we see not only a global trend of people in search of really satisfying food, but this trend is really picking up and picking up fast here in the United States. A platform where this movement can really take shape, gain momentum and capitalize on opportunities through thought-sharing, is certainly lacking and needed,” said James Oseland.

More than just a gastronomical feast, the WSFC seeks to primarily address three objectives:

- **Preserve artisanal craft and heritage:** To heighten awareness, build appeal, address continuity and facilitate the representation of this artisanal heritage – of affordable, meaningful meals, sustainable practices and conservation of food cultures. Bond the different communities and foster deeper engagement for and with industry professionals and business owners, tourism bodies, our youth, schools and the general public.
- **Professionalize the industry:** To create opportunities for the industry’s professionals and corporations.
- **New Possibilities:** Through a networking process, to link up and strengthen the scattered and fractured street food players and energies worldwide.

“It [WSFC] really is about what a humble plate of satay can do for jobs, education, society and business,” said Seetoh. He hopes that this event, for which he has an initial five-year plan, will increase opportunities for those in, and looking to be in the business of street food as well as raise the industry’s profile with this event in Singapore.

At the press conference today, the WSFC partners and presenters unveiled details of their roles in WSFC and their philosophy on street food. Thereafter, the council participated in a media Q&A. The event culminated with a “quickfire” street food demo by KF Seetoh, Chef Ricco and Chef Ng. Seetoh prepared his white pepper prawns, Chef Ricco, his Singapore chili crab and crispy sweet buns and Chef Ng, a traditional Kaya Toast with coconut jam on buttered toast, served with slow cooked egg, soy sauce and white pepper.

"I've always been drawn to the soulful quality of street food. It's such an important reflection of culinary traditions, and there's a certain honesty and purity that I, and many chefs, strive for. Street food is not as familiar to most because you have to be on the street level, in a particular country to experience it. This event will definitely call more attention to what's happening on that level." said Chef Bryant Ng

The media were welcomed with tart calamansi sodas with a salted plum rim and enjoyed a light menu presented by Chef Anthony Ricco, Executive Chef of Spice Market, which

included crab dumpling spoons, lobster roll, pork and beef satay. Larger variations included mini xo fried rice, seafood laksa and short rib.

“I am very happy that Spice Market could be a part of this exciting journey. We’ve always been so inspired by the street food of Asia and have always wanted to offer this experience to our guests here at Spice Market. To watch the evolution of what street food has become is really incredible,” said Chef Jean-Georges Vongerichten.

Tickets for the two-day dialogue program range from US\$509 (early bird rate) to US\$607 per person. Students aged 23 or under qualify for student rate at US\$146 per person.

For more information, please visit: www.makansutra.com/wsfcongress

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The World Street Food Congress

The World Street Food Congress (WSFC) is the brainchild of KF Seetoh, founder of Makansutra, the organizers of the event. The objective of the WSFC is to create more opportunities for society and the industry by galvanizing the energies and ideas of the world’s players at the event. It has a feasting component, the World Street Food Jamboree, a 2-day World Street Food Dialogues component and a World Street Food Awards element. The event is powered by the World Street Food Council, a think tank comprising prominent names made up of influential thinkers, advocates and movers of the F&B ecosystem in the world. They will function as thought leaders and vanguards of the industry at the World Street Food Congress. Some of the names in the Council include James Oseland, author, avid street food advocate and acclaimed author of *Cradle of Flavor* (one of 2007’s best books by Time Asia and the New York Times); Johnny Chan, top China TV food host and winemaker; and KF Seetoh, Makansutra’s founder and CEO. More information can be found at www.makansutra.com/wsfcongress

About Makansutra (S) Pte Ltd

Makansutra (S) Pte Ltd is founded by entrepreneur-photojournalist, KF Seetoh and headquartered in Singapore. Our mission is to share and celebrate all aspects of culinary kingdom through our food guides, online content, eateries, specialised events, projects and TV shows as we believe it is the root of culinary knowledge, the best and most genuine reflection of human culture and social organisation. More information can be found at www.makansutra.com

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate Singapore as a destination through the “YourSingapore” brand, delivering on Singapore's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality. For more information, please visit www.stb.com.sg

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